

**GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA**

UNSTARRED QUESTION NO:1608
ANSWERED ON:27.02.2003
BAN ON TABACCO ADVERTISEMETNS
HARIBHAU MAHALE;RADHA MOHAN SINGH;RAMDAS RUPALA GAVIT

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

- (a) whether Cable Network Act is not properly implemented in the country;
- (b) if so, whether even after the Amendment of the Cable Network Act, they are continuously showing pirated movies, advertisement on liquor and tobacco;
- (c) if so, the time by when this act is proposed to be implemented strictly in the country on advertisements depicting liquor, tobacco & cigarettes;
- (d) whether the Government have constituted any committee to initiate action against the television channels telecasting such advertisements;
- (e) if so, the details thereof; and
- (f) the time by when the said committee would submit its report in this regard ?

Answer

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI RAVI SHANKAR PRASAD)

(a) to (f): Programmes of all Satellite Channels transmitted or re-transmitted through Cable Network are required to adhere to the provisions of Programme Code and Advertising Code prescribed under Cable Television Network (Regulation) Act 1995 and rules framed thereunder. The Advertising Code provides inter-alia, that no advertisement shall be permitted which directly/indirectly promotes production, sale or consumption of tobacco, wine, alcohol, liquor or other intoxicants.

To look into the violations of Programme and Advertising Codes Government has constituted two Committees under Section 20 of the Cable Television Network (Regulation) Act 1995. On the recommendations of these Committees, TV Channels have been directed not to telecast some advertisements which were found to be in violation of the Advertising Code. This is a continuing process.